

wherein the terminal device is operable to selectively extract said at least a portion of the consumer data stored on the consumer data acquisition device for analysis by the computer program, and wherein said extracted portion of the consumer data is stored by said computer program in a database such that a memory of said consumer acquisition device need not store all of said consumer data.

35. (New) The system of claim 34, wherein the terminal device is further operable to transmit consumer data to said consumer data acquisition device.

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36. (New) The system of claim 34, wherein said consumer data acquisition device is selected from the group of devices consisting of a Radio Frequency Identification (RFID) tag, a magnetic medium, an RFID tag having memory, a magnetic medium having memory, a bar code reader having memory, a digital computer, a personal digital assistant, a pager, and a cellular telephone.

37. (New) The system of claim 34, wherein said terminal device is positioned local to at least one device selected from the group of devices consisting of an ATM machine, a vending machine, a point-of-sale terminal, and a network terminal.

38. (New) The system of claim 35, wherein said terminal device is operable to clear at least a portion of said consumer data from a memory of said consumer data acquisition device in which the consumer data is stored.

39. (New) The system of claim 35, wherein said terminal device is operable to modify at least a portion of said consumer data from a memory of said consumer data acquisition device in which the consumer data is stored.

40. (New) The system of claim 34, wherein said computer program is operable to analyze consumer data, said analysis further comprising filtering said consumer data.

41. (New) The system of claim 34, wherein the terminal device is operable to extract at least a portion of filtered consumer data stored on the consumer data acquisition device for analysis by the computer program.

42. (New) The system of claim 34, wherein the terminal device is operable to extract at least a portion of unfiltered consumer data stored on the consumer data acquisition device for analysis by the computer program.

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43. (New) The system of claim 34, wherein the terminal device is operable to extract only said at least a portion of the consumer data stored on the consumer data acquisition device for analysis by the computer program, such that the terminal device cannot extract all of said consumer data stored on the consumer data acquisition device.

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44. (New) The system of claim 34, wherein said computer program resides, at least in part, at said terminal device.

45. (New) The system of claim 34, wherein said computer program resides, at least in part, at said consumer data acquisition device.

46. (New) The system of claim 34, further comprising a data collection center in communication with said terminal device, and wherein said computer program resides, at least in part, at said data collection center.

47. (New) The system of claim 34, wherein the output of said analysis is an inferred marketing database.

48. (New) A system for analyzing consumer data, comprising:
a data collection center, operable to identify selected consumer data for analysis by said data collection center;
a terminal device in communication with said data collection center; and